



"My ultimate PC system? It's got to be compatible with everything I've got already... so you can move data from one PC to another on a floppy."



"Networking PCs is a pain. I'd like them designed to do networking without lots of configuration work... in networks I've already installed."



"The perfect PC would be an ideal client to all my information systems... putting data in the hands of decision makers in a form they can use."



"I'm tired of vendors changing operating systems. I want to drop a new box on my executives' desks and know their software will run."

Hidden camera reveals the secret

Not long ago, we invited hundreds of IS managers from around the country to talk about their wildest desires in a personal computer system.

They talked. We listened. We videotaped. And when we got those tapes back to Silicon Valley popped them in the VCR and started watching. It confirmed what we knew all along.

They wanted a personal computer system that was compatible enough with their existing PCs to trade

files on floppy disks. Like Macintosh.*

They wanted a system with the flexibility to run almost any kind of software: MS-DOS, Macintosh and UNIX.* Like Macintosh.

They wanted a graphical user interface with no compromise in performance. Like Macintosh.

And they wanted all their software to have a single way of working, so training and support costs could be dramatically lower. Like Macintosh.



"A graphical interface is clearly important... users love 'em. But the architecture has to be designed to handle it without compromising performance."



"I'd like to see more discipline from software developers. Commands should be consistent for every application... it would eliminate training costs."



"Off the shelf software isn't enough. I need serious tools my existing programming staff can use to develop custom apps quickly."



"Macintosh? No kidding?"

secret desire of 200 IS managers.

They wanted a system with sophisticated networking capabilities built in, that could access almost any host or file server via any network. Like Macintosh.

They wanted all these things in a wide range of personal computers. That would all work the same way and run the same software. Like Macintosh.

And they wanted development tools that would let their existing programming staff build applications quickly and easily. Like Macintosh.

In short, they wanted everything that Macintosh offers. But they just didn't realize they could have it today. For details, see an authorized Apple reseller.

Now that we know all of your secrets, it's time you found out about all of ours.



The power to be your best.TM